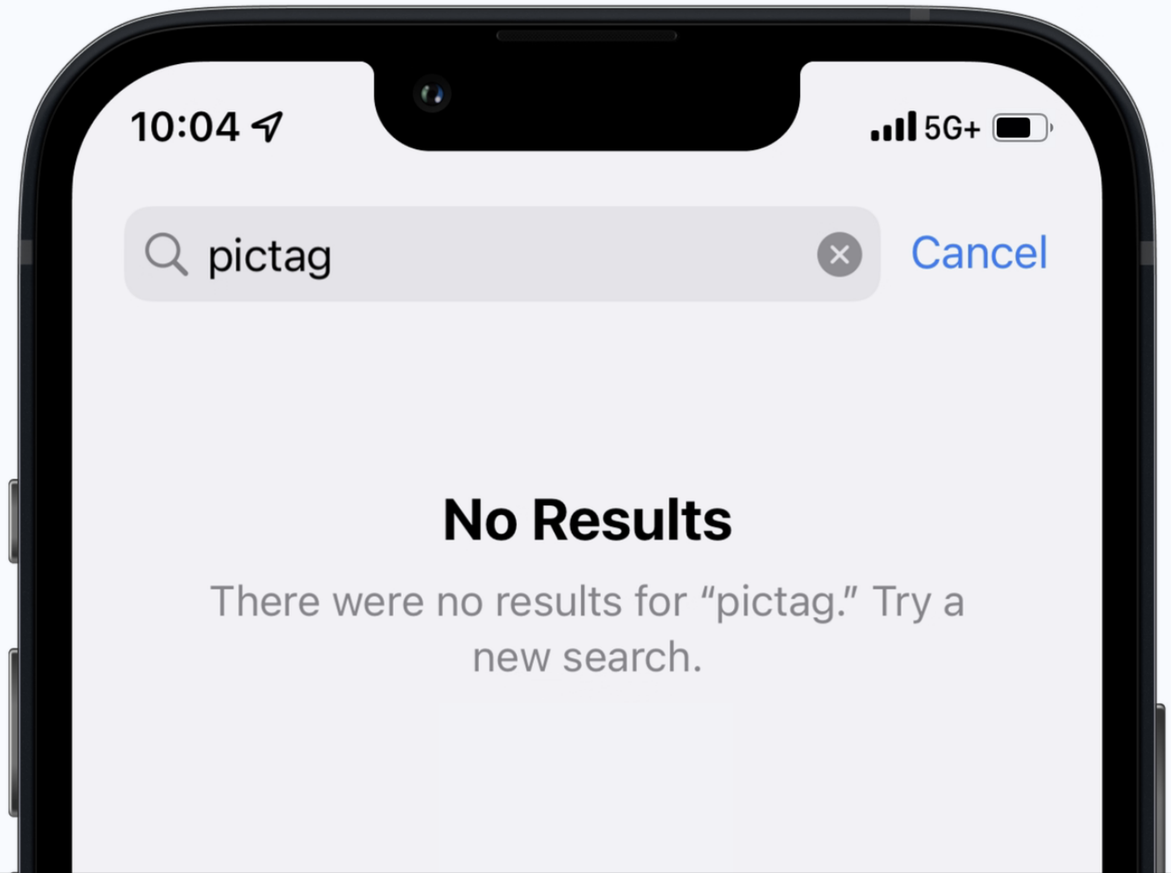
PicTag

Welcome to
PicTag

Contact Us:
hello@pictag.us

The problem — users don't have ***control***

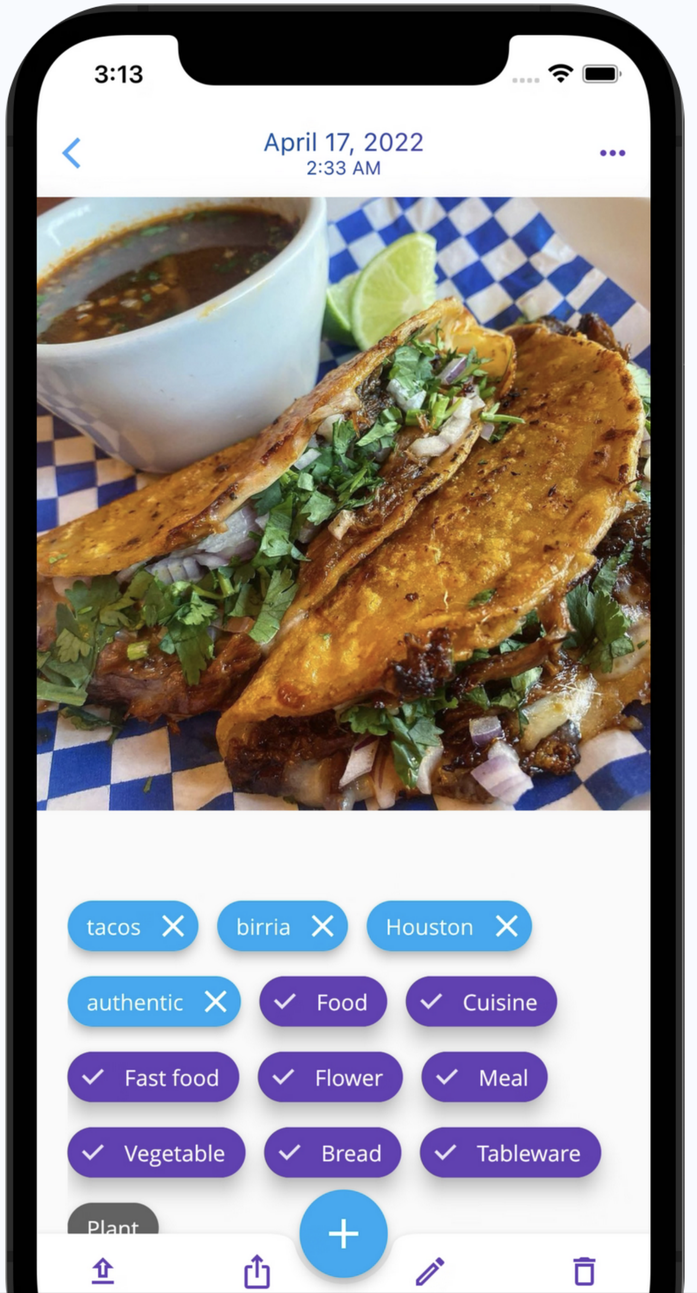
In a world dominated by digital data, it's still too hard to sort, search, and share images on your phone.



Sort

Search

Share

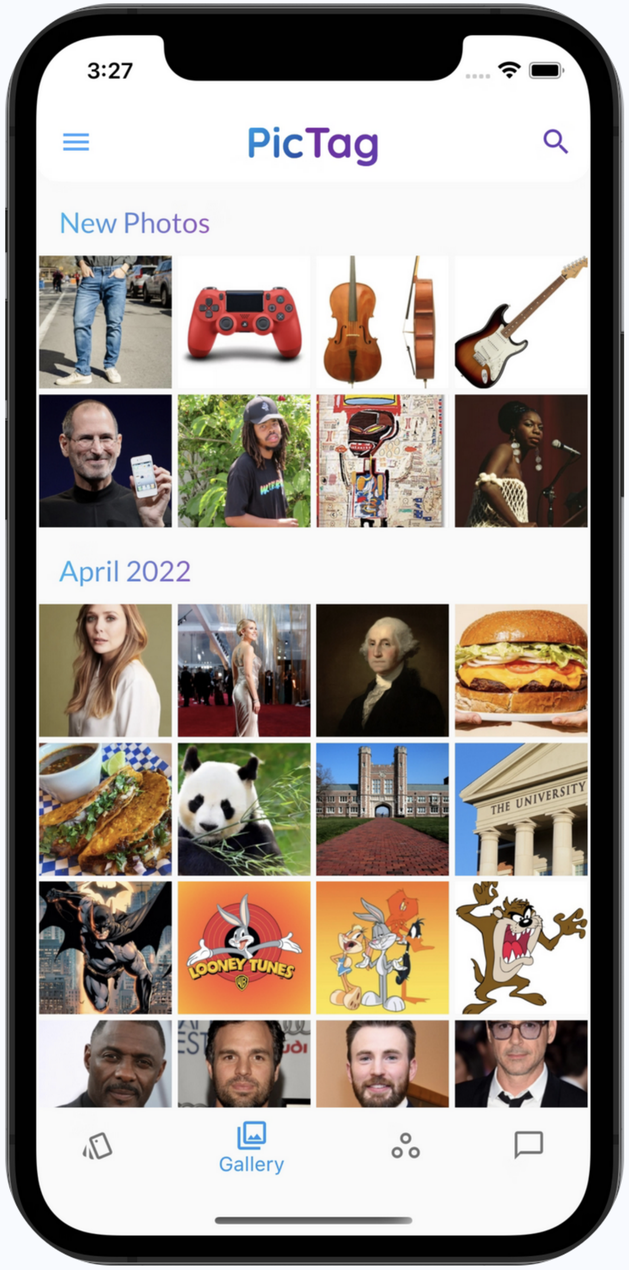


Our solution — make photo organization ***easy***.

We let users *sort* through elegant photo tagging and autogenerated albums.

We let users *search* with intelligent image filtering and state-of-the-art machine learning.

We let users *share* through in-app messaging and user-to-user image tag transfer.



Introducing PicTag

This app revolutionizes the way you manage photos.

Sometimes, there isn't always an "app for that." Mobile users have been scrolling through their camera roll for years - our fingers are tired! PicTag changes that.

- Users can add personalized tags to their pictures, which are indexed and sorted into albums for searching, sharing, and filtration.
- Our powerful image processing network, coupled with transfer learning, makes automatically generated tags visible and editable to the user.
- The in-app messaging feature and social media feed support sharing images with their associated tags - you'll never lose a group photo again!

Market Size

Millions of photo sharing, storing, and messaging apps congest the App Store. PicTag is **all-in-one**.

- TAM - Worldwide mobile app users (5.31 billion)
- SAM - Mobile users with photo management needs
- SOM - Mobile users with photo management needs whose switching costs are low

Photographic Services: $44.07 billion*

Active Social Media Users: 4.2 billion

Google Photos Users: 1 billion

*Market Value at a Compound Annual Growth Rate of 5%

Competition and Why We're Different

	PicTag	Google Photos	Pinterest	imgur
Manual Photo Tagging and Filtering	✓	✗	✗	✓
Automatic Photo Classification	✓	✓	✗	✗
Public Photo Gallery	✓	✗	✓	✓
Sharing Captioned Photos	✓	✗	✗	✗

Go-To-Market Timeline

Jun 2022

Minimum Viable Product

Test with 500 mobile device users, both Android and Apple, observing feedback on app design and performance.

Dec 2022

Refine Platform

Build transfer learning model to fine-tune our neural network based on user tags, create “Explore Page” to allow users to share their photos and custom tags, and develop social communities around tags

Feb 2023

Public Launch

Deploy app on Apple App Store and Google Play Store with marketing campaign focused at UT Austin students.

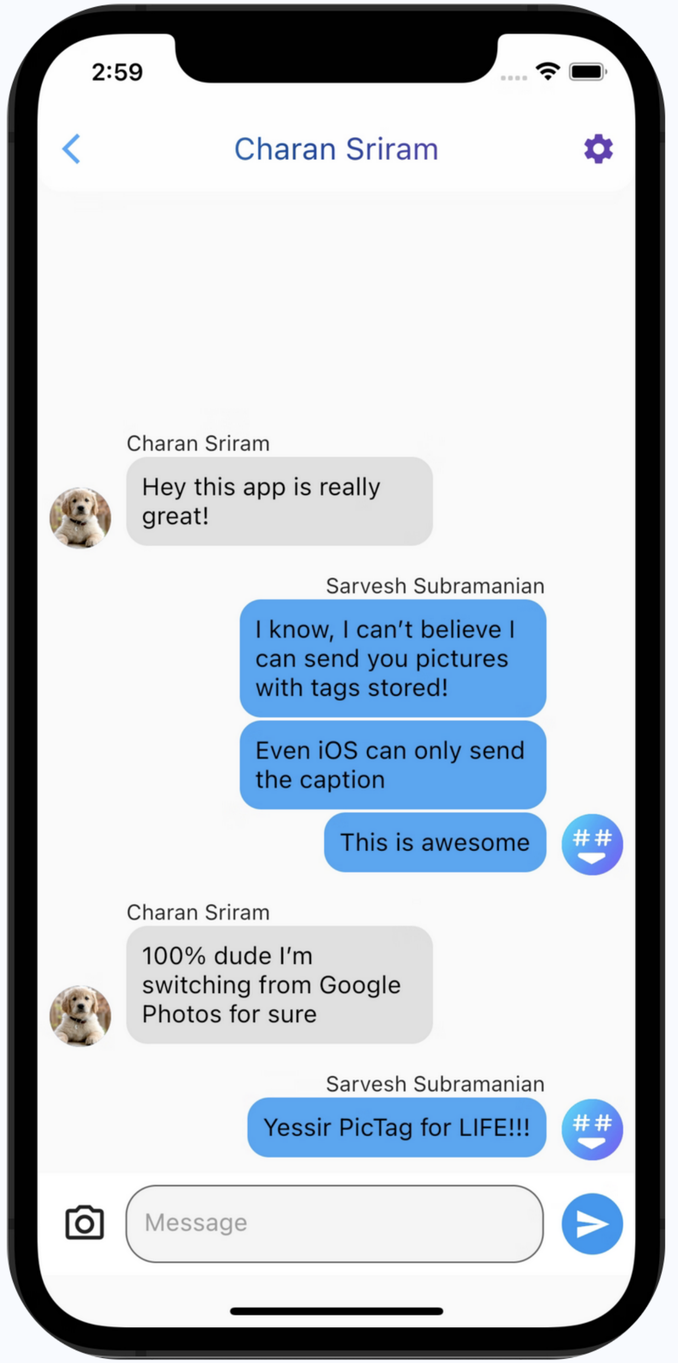
Business Model

AI as a Service

- Build up intelligent image-tagging neural network based on crowdsourced image classification (custom tags)
- Sell image processing services as an API to industries (real estate, marketing, etc.)

Advertising

- Benefit from strong network effects to acquire new users through PicTag image sharing and integration with native messaging
- Set up ad support to intersperse advertisements within PicTag social media feeds



Tech Uniqueness

Crowdsourced AI

- **Users make the app better.**
- One of the largest hurdles in image classification is getting labeled images. While PicTag offers a fresh photo management service to users, PicTag users also heavily contribute to our model's accuracy through the custom user tags, solving the lack-of-labeled-images issue with crowdsourced labeling.
- All PicTag users have *full control* over their privacy and can choose whether or not an image interfaces with the PicTag cloud.

A Picture is Worth a Thousand Words

- **Image recognition is a booming market.**
- The image recognition market is expected to grow to $109.4 billion at a CAGR of 18.8%, a sign of *immense* growth in the industry.
- PicTag's model, with the help of user tags, has a competitive advantage over other image classification models due to its specificity. Real estate, automotive, and e-commerce industries (to name a few) could benefit from our powerful model for automated inventory and accurate description-making for products.

Financial Information

Plan Going Forward
Launch app by October and begin UT marketing campaign

Hires
ML Engineers and student ambassadors

Goals
Acquire 1,000 active daily users
Begin adding layers to image classification model
Develop income stream from advertisements and partnerships

Costs

Our team has strong experience in machine learning, app dev, and database management.

More importantly, our team genuinely *enjoys* working on the product.

Tyler Kerch
President

Sarvesh Subramanaian
CEO

Samuel Yuan
CTO